

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-43 (Cancelled)

44. (New) In an apparatus for displaying at least one sheet having a graphic coupled by magnetic attraction to a base attachable to a mounting structure such as a wall, the improvement comprising:

a base comprising a rigid plastic frame and a plurality of exposed discrete magnetic strips providing a magnetic surface for mounting of a sheet;

the sheet comprising a flexible sheet having a front surface bearing a graphic and a rear surface having a plurality of discrete strips of magnetic receptive material;

wherein at least one of the discrete strips of magnetic receptive material of the sheet can be arranged to register with at least one of the discrete magnetic strips of the base;

so that the flexible sheet can be attached to the frame to display the graphic by magnetic attraction and so that the flexible sheet can be removed by peeling away from the frame.

45. (New) The apparatus of Claim 44 wherein the base further comprises cut-outs.

46. (New) The apparatus of Claim 44 wherein the magnetic receptive material is applied to the rear surface of the graphics sheet by a silk screening process.

47. (New) The apparatus of Claim 44 wherein the magnetic surface is attached to the frame with adhesive.

48. (New) The apparatus of Claim 44 wherein the magnetic surface is attached to the frame with fasteners.

49. (New) The apparatus of Claim 44 wherein the magnetic surface comprises barium ferrite.

50. (New) The apparatus of Claim 44 wherein the magnetic receptive material comprises graphite.

51. (New) The apparatus of Claim 50 wherein the magnetic receptive material comprises a graphite powder mixed with a carrier.

52. (New) The apparatus of Claim 51 wherein the carrier is clear.

53. (New) The apparatus of Claim 52 wherein the carrier comprises a water-based slurry.

54. (New) The apparatus of Claim 53 wherein the magnetic receptive material is provided in ink form.

55. (New) An apparatus for the display of a graphical image comprising:

a base being configured to be removably mounted to a structure, wherein the base is stiff and made from plastic;

a graphics sheet attachable to the base having a front surface and a rear surface, wherein a graphical image is applied to the front surface, and wherein a magnetic receptive material is applied to the rear surface as a plurality of exposed discrete strips;

wherein the base comprises a plurality of exposed discrete magnetic strips providing a magnetic mounting surface;

wherein at least one of the discrete strips of magnetic receptive material of the graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base; and

wherein the graphics sheet is attachable to the base through magnetic attraction between the magnetic receptive material and the magnetic mounting surface so that the graphics sheet can be peeled away from the base.

56. (New) The apparatus of Claim 55 wherein the magnetic receptive material is applied to the rear surface of the graphics sheet by a silk screening process.

57. (New) The apparatus of Claim 55 wherein the base comprises a grid of apertures.

58. (New) The apparatus of Claim 57 wherein the apertures comprise cut-outs.
59. (New) The apparatus of Claim 55 wherein the magnetic mounting surface is attached to the base with an adhesive.
60. (New) The apparatus of Claim 55 wherein the magnetic mounting surface is attached to the base with fasteners.
61. (New) The apparatus of Claim 55 wherein the magnetic mounting surface comprises barium ferrite.
62. (New) The apparatus of Claim 55 wherein the magnetic mounting surface comprises different patterns of magnetic material.
63. (New) The apparatus of Claim 55 wherein the magnetic attraction between the magnetic surface and the magnetic receptive material is sufficient to support the weight of the graphics sheet.
64. (New) The apparatus of Claim 55 wherein the magnetic receptive material comprises a graphite powder mixed with a carrier.
65. (New) The apparatus of Claim 64 wherein the carrier is clear and comprises a water-based slurry.
66. (New) The apparatus of Claim 65 wherein the magnetic receptive material is provided in ink form.

67. (New) An apparatus for displaying information comprising:

a base being configured to be removably mounted to a structure, wherein the base is structurally stiff and made from plastic;

a plurality of discrete adhesive strips mounted to the rear surface of the graphics sheet, wherein magnetic receptive material is silk screened onto the plurality of discrete adhesive strips;

wherein the base comprises a plurality of discrete magnetic strips providing a magnetic mounting surface;

wherein at least one of the discrete adhesive strips of the graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base; and

wherein the graphics sheet is attachable to the base through magnetic attraction between the magnetic receptive material and the magnetic mounting surface so that the graphics sheet can be peeled away from the base.

68. (New) The apparatus of Claim 67 wherein the plurality of discrete adhesive strips are mounted to the rear surface of the graphics sheet with adhesive.

69. (New) The apparatus of Claim 67 wherein the base comprises a grid of apertures.

70. (New) The apparatus of Claim 67 wherein the apertures comprise cut-outs.

71. (New) The apparatus of Claim 67 wherein the magnetic mounting surface comprises barium ferrite.

72. (New) The apparatus of Claim 67 wherein the magnetic receptive material comprises graphite powder mixed with a carrier.

73. (New) The apparatus of Claim 72 wherein the carrier is clear and comprises a water-based slurry.

74. (New) The apparatus of Claim 73 wherein the magnetic receptive material is provided in ink form.

75. (New) A method for configuring a graphics display comprising:

providing a base being configured to be removably mounted to a structure, wherein the frame is stiff and made from plastic;

providing a graphics sheet attachable to the frame having a front surface and a rear surface, wherein a graphical image is applied to the front surface, and wherein a magnetic receptive material is applied to the rear surface as a plurality of exposed discrete strips;

applying a plurality of exposed discrete strips of magnetic material to the base to provide a magnetic mounting surface; and

configuring the frame to support the graphics sheet through magnetic attraction so that at least one of the discrete strips of magnetic receptive material of the graphics sheet can be arranged to register with at least one of the discrete magnetic strips of the base, and so that the graphics sheet can be peeled away from the base.

76. (New) The method of Claim 75 further comprising configuring the graphics display so that the graphics sheet is supported by the frame through magnetic attraction between the magnetic receptive material and the magnetic mounting surface.

77. (New) The method of Claim 75 wherein the plurality of discrete strips of magnetic receptive material are applied to the rear surface of the graphics sheet by a silk screening process.

78. (New) The method of Claim 75 further comprising configuring the magnetic receptive material to comprise a graphite powder mixed with a clear carrier comprising a water-based slurry.

79. (New) A method of preparing a display system comprising:

providing a base configured to be removably mounted to a structure, wherein the base is structurally stiff and made from plastic;

mounting a plurality of discrete adhesive strips to a rear surface of a graphics sheet;

silk screening magnetic receptive material onto the plurality of discrete adhesive strips;

applying a plurality of exposed discrete strips of magnetic material to the base to provide a magnetic mounting surface; and

configuring the base to support the graphics sheet through magnetic attraction so that at least one of the discrete adhesive strips of the graphics sheet can be arranged to register with at least one of the discrete strips of magnetic material of the base, and so that the graphics sheet can be peeled away from the base.

80. (New) The method of Claim 79 further comprising configuring the magnetic receptive material to comprise graphite powder mixed with a carrier.

81. (New) The method of Claim 79 further comprising providing the magnetic receptive material in ink form.

82. (New) The method of Claim 79 further comprising providing a grid of cut-outs on the base.

83. (New) The method of Claim 79 further comprising configuring the magnetic mounting surface to comprise barium ferrite.